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The ROYAL

VOLUME TEN



STANDARD

NUMBER NINE

SEPTEMBER, 1925

From Main Street to The Great White Way

In the early life of an individual or institution, sometimes very modest changes for the better mark milestones of progress such as, the first pair of long trousers or a business expanded from one number on the street to two, or from one small floor to include another.

The Royal Typewriter Company has passed many of these modest marks of progress in its climb to recognition and world-wide fame of its product, but on the night of September 9th, spectacular evidence of arrival among the places of the mighty took place.

One of our salesmen referred to it in conversation with a friend, and we might quote his words as a side light on this interesting event:

"You know the 'Great White Way'?"

"Yes," answered his friend rather taken aback by the abruptness of the verbal assault.

"You know what makes it white, don't you? It is the number of electric signs in Times Square; great big signs that fill the sky and the sides of every building.



Every actor in America has one great ambition and that is to have his name on Broadway in big letters. Main Street to the 'Great White Way' is the ambition of all who would climb the theatrical ladder. Every salesman has wanted to see the product he sells emblazoned on the sky in letters of fire, telling the world in flashing lights what it is and what it does. Imagine my delight when, last night, I stepped into Times Square and saw the biggest sign of them all reaching high into the heavens and above every other sign in Times Square in flaming orange letters, ROYAL TYPEWRITERS 'COMPARE THE WORK.' Beneath them a mammoth reproduction of the typewriter in electric lights worked merrily away.

I will not go into the number of lights used or the size of the sign. It is the biggest thing on Broadway. It is the most spectacular sign on Broadway. It is the outstanding sensation on Broadway. It is the biggest, best and every other superlative that can be applied to any electric sign, but that is not



the main point—you know that I began to sell Royal Typewriters in the 'sticks.' I have known that the Royal was on its way up the ladder and destined to arrive in a big way some time, but when I looked at this sign I knew it was here—here right now. The Royal Typewriter has come from Main Street somewhere out of a forgotten past on up to the 'Great White Way' to be the biggest thing on Broadway."



DOMESTIC SALES MANAGERS SEE TREMENDOUS FALL BUSINESS

Mr. W. C. Lavat, our Sales Manager, has just returned from a trip through the branches and with a little more than his characteristic enthusiasm and optimism he says among other things: "This Fall will see the biggest volume of business ever done in the branches for any four months period in the history of the Company. The Royal branches are without exception the best manned typewriter organization in the United States.

"The managerial personnel is the finest this Company has ever had in its organization at any one time. Every Royal Manager has good cause to be proud of the Royal Organization, of his fellow managers and his fellow salesmen in other sections of the country. It is an organization of wide awake opportunists who know how to make time when the turf is fast. The standards of loyalty, service and personality are rising higher and higher through more careful selection of those who enter the organization, through growing pride on the part of those already in and through the spirit engendered by success and confidence."

Mr. Barlow's impressions, gained on a trip among the dealers in the United States, while expressed in less glowing terms, are nevertheless equally confident and full of that tone of optimism which distinguishes the branch organization. His statements were borne out by the biggest August and one of the biggest of all months the Domestic Organization has ever had. Apparently from every angle from which success may be judged, the Royal Organization and the Royal Typewriter itself are on the eve of great progress and increase in prestige and recognition.

Strange Fellowship

By Adman

Nestled close to the bosom of that panhandle of the White Mountains, the Presidential Range, lies the small village of Guildhall, Vermont. Guildhall is not a young town. Two hundred years ago, long before the Revolution, it was the foremost of the northern trading posts in the colonies and still contains its old guild hall, built in 1745.

It is one of those peaceful villages that you find so characteristically in the upper valley of the Connecticut. A score or so of little farm houses painted snowy white and gleaming in the August sunshine—composed the immediate village, together with, of course, the usual steeped church, grange hall, the public building and general store. The only thing that makes it look different from what it did one hundred years ago is the fact that the general store now has two gawky red gasoline venders standing in front of it and the information that Socony costs 22 cents.

Strange fellowship, you say—but even more strange is that revealed to me in the house of the old Town Clerk, a genial, hale old gentleman of nearly eighty summers. The town records are kept much as they were when his grandfather was keeper of the seal, but there is one exception. Here on the old Sheraton desk, relic of colonial days and more priceless now than it was then, stands the efficiency symbol of modern business—a Royal Typewriter. An old one it may be—I learned that it was a No. 1 and had been in his possession for seventeen years, but a few lines typed on it show that it is still in fit condition to give battle to any new typewriter of any make you may pit it against in the search for beautiful letters.

This brought home to me very strikingly something which has come to my attention year after

year. When the vacationists return we hear of Royal Typewriters found in many odd places—in the inaccessible far off mountain outposts of the big lumber companies—in the little fishing towns of the sea coast—in the small hamlets of farming communities—the great meccas of the summer boarders. There is little romance in most of the instances which are brought to our attention but all of them have the same thread of satisfactory service running through the story of machines quite old—possibly purchased through a second hand establishment by mail or shipped from the general office of big



The Town Clerk

concerns to out of the way places after a strenuous life of usefulness at headquarters—possibly purchased many years and years ago by the present owner.

These instances are only illustrative. There must be thousands upon thousands of Royal Typewriters in use many miles from what is ordinarily considered the service district of any dealer or branch. Nevertheless, the main point is that these machines are working—giving satisfaction—performing the service for which they are intended and proving by an amount of usefulness the economy of their original purchase—going on day after day increasing the amount of profitable service to their credit.

Royal Pioneers

By John Shea, Manager
Fort Wayne Office

How many of us, salesmen, managers and service-men, realize the immense debt we owe to the Royal men of ten or even five years ago, the boys who "pulled the door knobs," and it must be added, kicked in doors which had no knobs, paving the way for you and your more fortunate brethren of today? Those were the days of battle against ignorance and prejudice and of bare-handed selling against overwhelming odds.

How many of us on entering an office where there is a Royal machine five or ten years of age, ever stop for a moment to consider the fight that was necessary to install this machine at the time of its purchase? How many of us give a thought to the salesmen who managed to get the order signed in spite of years of preference for some other make and the too-ready acceptance of paper-table names for typewriter value?

So, if after this, when a buyer tells us that he has used a Royal somewhere before or an operator jumps up delightedly and tells us that the Royal is her first choice, then give due credit to the salesman who originally sold the buyer or the operator and has made it possible for us to draw credit and commission through their efforts.

To these men and to the ever-diligent workers from the factory who have labored long to give us the present day Royal, go our sincere thanks. "Every Royal sold makes it easier to sell the next."

The New Royal Sales Manual

"Information founded entirely upon facts." That's the way Mr. E. B. Hess, Vice-President and inventor of the Royal typewriter describes the new sales manual—and the description is most apt.

The new sales manual is no mere revision of the old one, but an entirely new work, a complete and comprehensive study of the Royal Typewriter taken from the sales viewpoint—so clearly written that it is well within the understanding of anyone qualified to sell typewriting machines.

It is the work of Mr. D. E. Rice, our Director of Sales Education, whose previous training and experience both as an educator and engineer, have well qualified him for the task of preparing this sales manual.

The manuals are now ready for distribution, and we are confident they will prove worthy ammunition in the hands of Royal Salesmen for their biggest sales weapon:

"DEMONSTRATION."

Both for the old salesman who knows the Royal Typewriter backward and forward—and to the new recruit in the Royal Ranks this book will be of real value. For the former it will serve to revive in their minds many little selling features that may have been stored away there and never used. For the latter, it will be a real bible of the Royal Typewriter—chock full of valuable information with directions on how to use that information to sell typewriters.

In the words of Confucius: "The wise man who fully uses what he has grows wealthy."

SERVICE CONTEST FOR JULY, 1925

DIVISION NO. 1

"St. Louis Tops List"

Our St. Louis Service Department not satisfied with second place for June took it upon themselves to win first place for July. And win they did! Considering the interruptions caused by vacations, etc., we think that this group of hard working men deserve the congratulations of the organization.

And, as usual, hovering around the top is our friend "Chicago," always ready to step into the leadership should the top man slip a bit. Probably you will spy a loophole during August. If you don't, make one.

It gives us a great deal of pleasure to announce that our San Francisco Service Department made third place during July. Our Foreman, Mr. Heinz, was recently promoted to this position, and he has grasped the reins and is guiding his Department to the front. It looks as though Frisco was out to give Los Angeles a battle for first honors on the coast.

You men in the East! Make a note of the Coast Branches in the lead during July. Frisco in the first division and Oakland and Fresno in the second division. Are you going to let these boys beat you?

Below is a list showing the respective standing of each Department:

- | | |
|--------------------|----------------------|
| 1—St. Louis 7* | 12—Pittsburgh 6* |
| 2—Chicago 7* | 13—Baltimore 6* |
| 3—San Francisco 1* | 14—Cincinnati 4* |
| 4—Atlanta 6* | 15—Hartford 5* |
| 5—Philadelphia 5* | 16—Washington 3* |
| 6—Boston 6* | 17—Portland, Ore. 1* |
| 7—Detroit 7* | 18—Kansas City 5* |
| 8—New Orleans 7* | 19—Buffalo 3* |
| 9—Cleveland 7* | 20—Los Angeles 4* |
| 10—Minneapolis 7* | 21—Indianapolis 4* |
| 11—New York 3* | 22—Louisville 4* |
| | 23—Dallas 3* |

SERVICE CONTEST FOR JULY, 1925

DIVISION NO. 2

"South Bend Leads"

Our South Bend Service Department under the Foremanship of Mr.

End the Day with a Smile

Mr. Hess says, "the Company's latest slogan, 'END THE DAY WITH A SMILE,' epitomizes the spirit of service of the Royal Typewriter. Ten years ago when I wrote my article stating that my ambition in bringing out the No. 10 typewriter was to lighten the load of the worker and increase the day's output without adding to the fatigue of the operator, I said in more words what the slogan so aptly paraphrases.

"END THE DAY WITH A SMILE," carries with it the thought of work well done, pleasantly done, satisfactory to both employer and stenographer because where there is a smile there are all of the elements which go to make up satisfaction."

Of course, the objective of the inventor's goal was a greater amount of work with the same effort or the same amount of work with less effort, but it remained for a later member of the Royal organization to so aptly express both while referring to neither.

We think "END THE DAY WITH A SMILE" will be one of the peculiar combinations of words made famous by trade advertisers which will travel far, as the sister slogan of "COMPARE THE WORK."

Hudson earned first place during July. Mr. Hudson has been struggling for a long time to make a good showing and it looks as though he had arrived. Welcome!

Second place was captured by Mr. Thorn of Oakland. This man also put forth a big spurt during July and his record is very pleasing to look at.

Mr. Weissinger of Fresno is the next Westerner to be introduced into the columns of the STANDARD. He pulled down third place during July. It looks as though the Western men were keeping honors to themselves this month.

Below is a list showing the respective standing of each Department:

- | | |
|---------------------|-------------------------|
| 1—South Bend 1* | 20—Akron 1* |
| 2—Oakland 2* | 21—Wilmington |
| 3—Fresno 2* | 22—Youngstown 3* |
| 4—Columbus 1* | 23—Seattle 1* |
| 5—San Antonio 3* | 24—Worcester 3* |
| 6—Bridgeport 7* | 25—Peoria 2* |
| 7—Birmingham 7* | 26—Springfield, Mass. |
| 8—New Haven 2* | |
| 9—Grand Rapids 3* | |
| 10—Richmond 3* | 27—Toledo 2* |
| 11—Dayton 2* | 28—Denver 1* |
| 12—Scranton 3* | 29—Memphis 2* |
| 13—Portland, Me. 1* | 30—Fort Worth |
| 14—Davenport 3* | 31—Des Moines 3* |
| 15—Rockford | 32—Albany 1* |
| 16—Duluth 3* | 33—Rochester 2* |
| 17—Omaha 2* | 34—Johnstown |
| 18—Houston 2* | 35—Wichita Falls 1* |
| 19—Jacksonville 4* | 36—Evansville |
| | 37—Harrisburg 5* |
| | 38—St. Paul 2* |
| | 39—Waco |
| | 40—Springfield, Ill. 5* |
| | 41—Fort Wayne 1* |

CANADIAN SERVICE DEPARTMENTS

Month of July, 1925

Our Toronto Service Department under the Foremanship of Mr. Edwards, managed to earn the highest percentage once more. The Canadian Service Departments did not change positions during July.

Mr. Cox, foreman of Montreal, is trying hard to beat Toronto, and we look forward to a good battle during the remainder of the year. Our dark horse in this contest is Ottawa.

Below is a list showing the respective standing of each Department:

- | | |
|--------------|---------------|
| 1—Toronto 1* | 2—Montreal 1* |
| 3—Ottawa 3* | |

George Kinnamon Celebrates



Two items of prime interest reach us from Columbus, and we see a very close connection between them.

On the first of August Mr. Kinnamon became the Proud Papa of a 6½ pound baby girl. On the last of August Genial George had turned in the biggest August and the biggest month's business ever done in Columbus.

The Office Dog had the impudence to suggest a like stimulant for other managers of his acquaintance. Nevertheless, G. C., heartiest congratulations on both, and don't let her bob her hair.

Pillow of Buffalo Is a Real Manager

Knowing what a bugaboo the month of August usually is for typewriter salesmen, he inaugurated a special examination campaign at the beginning of the month. As a result he had out over 125 new examinations by the middle of the month and made his Quota chiefly through the assistance of new sales by the time August had ended.

It is really gratifying to see this Buffalo crew of live wires step out with Quota months the way they have this Summer.

Royal Top Dust Plates

Some people say that "Clothes make the man," and many of us are inclined to agree that this goes a great way, because a man who is careful and somewhat fastidious in his dress, must have some qualifications that are worth while. To be dressed well, shows at least an orderly mind, patience and careful attention to details. The Royal Typewriter has always had a good outside appearance and a wonderful inside appearance also. Our inventor, his assistants and the factory leaders are of one mind in aggressively obtaining an exterior covering for our typewriter, and which has resulted in a very artistic, symmetrical and pleasing design, so much so that our machine is clearly in a class by itself.

Just stop reading this article a minute, and step over to look at our product. Consider it from the artistic, design and beauty standpoint; discuss it from the staunch, strength and solid standpoint, and study it from the quality, mechanical and accessibility viewpoint. Compare it

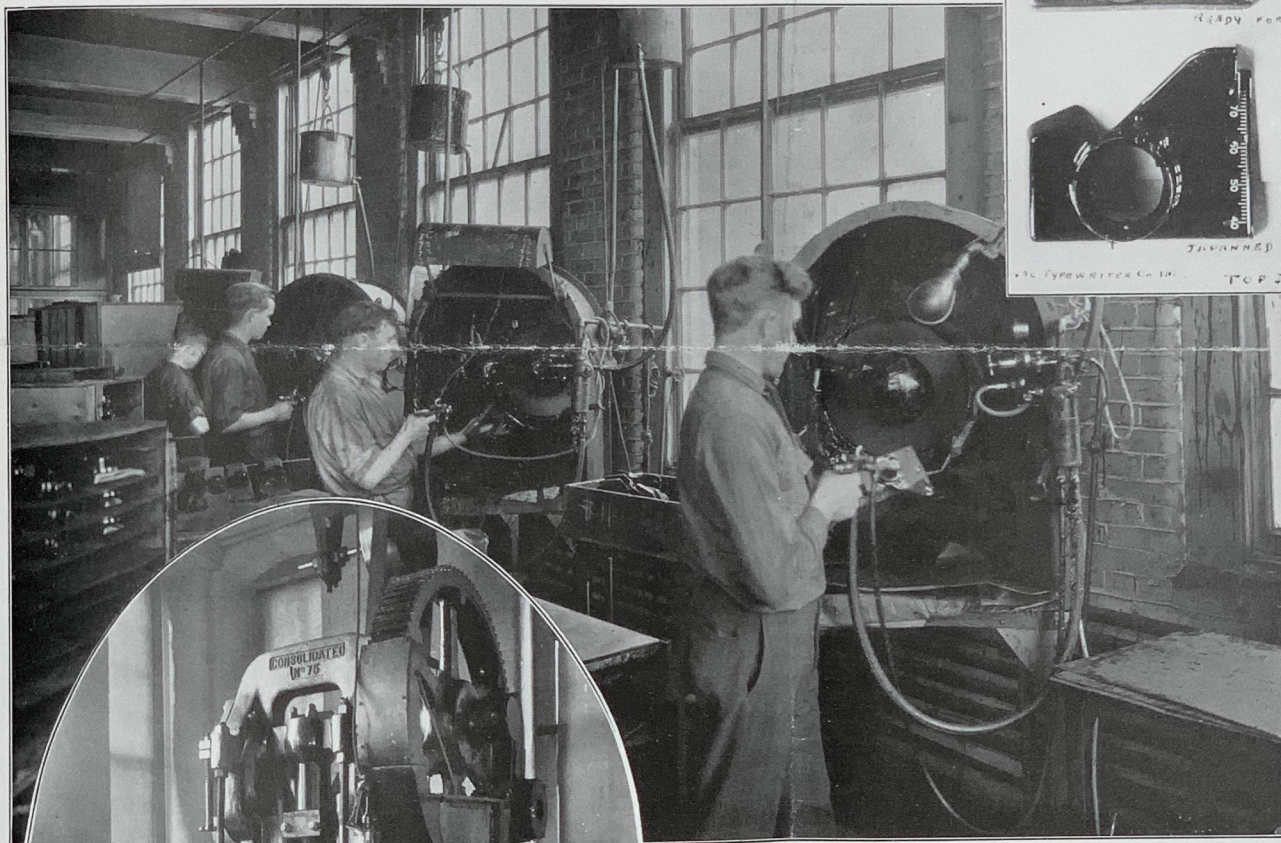
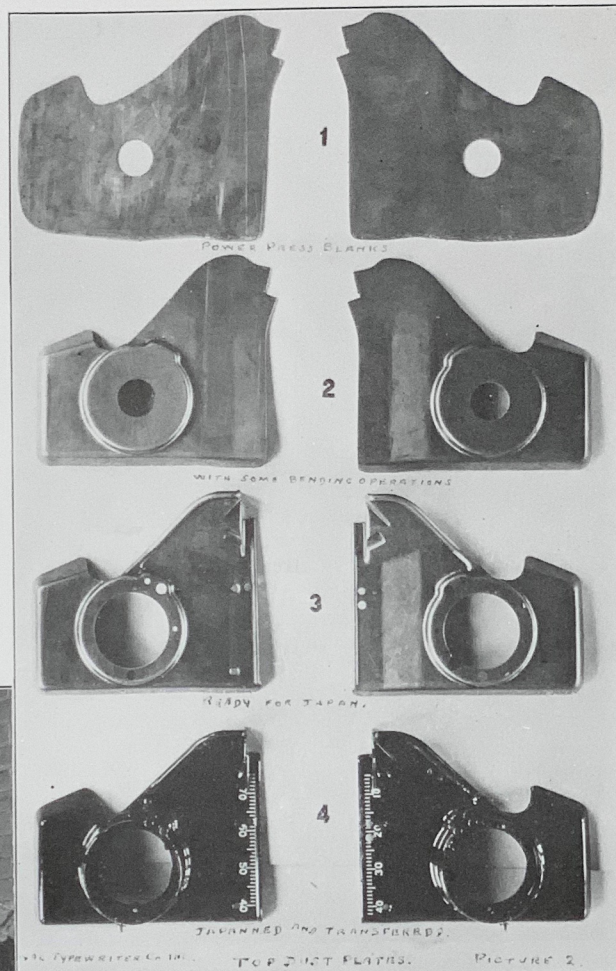
with other makes, and you will realize that there must be co-operation and co-ordination of a high grade between the men in New York and those at the plant. It reflects the ideas of our management as well as the workmanship of the artisans within our ranks.

This is why we are going to bring to your attention this month, our Top Dust Plates. From a crude, ugly blanking of steel, is shown a beautiful finished product which adorns the top front of our typewriter. These plates, made from a special grade deep drawing sheet steel .045 thick are blanked by a power press of one hundred and fifty ton capacity, they are then formed on this same press which is shown in Picture No. 1. The forming dies were built and designed in our own plant, as is the case in all our productive work, our plant being so big and our production so large, that we now have several high grade designers on machinery and tools, and all our mechanical problems are solved

within our organization. Several thousands of these pieces are produced daily while press is running. After the blanking and forming operations, we polish and tumble, then assemble with front guard, after which they are japanned and again an assembly of swinging guard takes place.

You can follow some of these operations by looking at picture No. 2. The swinging guard, as you know, is used for the purpose of protecting the Ribbon Spool, and to allow of easy removal of the Ribbon when necessary. Now when you say the parts are japanned, that sounds somewhat commonplace, but believe me, this is far from a fact.

The Front Plates have to be thoroughly cleaned and then put through a heating process of 400 degrees of heat, which blues them and helps to act as a rust preventative. They receive several coats of Japan and are put through the massive automatic conveying oven at a high temperature. Each coat is rubbed down smooth and finally they are sprayed



Upper Right—The Main Operations in Process
Directly Above—Spraying Japan for Finish Coat

as shown in picture No. 3. We use about two coats more than many other concerns when japanning metal in high grade products, and not only this, our spraying apparatus is the last word.

Just think of this mechanism having a specified pressure for spraying Japan on the work and having within itself a moisture removing outfit, a heat register and flow control. Why, it looks like a mechanical engine of some sort with its valve for this and valve for that, and now in conclusion again step over and look at our machine and closely look at our Japan finish; compare its lustre and high grade finish, it is a part of our "compare the work," as this applies to the building and making of our product, just as much as it does to the user.

There's Real Money for You in the New Government Business Plan

By Harry D. Cashman, Manager
Washington Office

Having had a ready response from some offices and none at all from many others, we wonder whether the new Royal sales policy in regard to Government typewriter requisitions from field offices is fully understood. May we ask space to talk over the matter with the boys?

With very few exceptions Government purchases are made in Washington. The exceptions must have permission from Washington to place requisitions. The buying plan in vogue is to place typewriter requisi-

tions for the make requested. In order to induce as many Royal requests as possible, we have a bonus plan for all Government requisitions originated by our dealers, managers or salesmen in their several territories.

Read over this list of field departments for which typewriters are furnished from Washington and see if there are not some offices in your territory for whom you can originate orders for Royals:

- First and Second Class Post Offices.
- Treasury Department Offices.
- Internal Revenue Units.
- Prohibition Offices.
- Departments of Commerce.
- Departments of Agriculture.
- Federal Courts.
- United States District Attorneys.
- Passport Bureaus.
- Labor and Immigration Bureaus.
- Forest Service Branches.
- United States Engineers.

First, it is necessary to interest the user, of course. Examinations and demonstrations follow. No need to quote price or trade-in values. We attend to that. A letter to this office (copy of which must go to the Comptroller) saying that a Royal request has gone to Washington and we do the rest.

Several of our men have made a neat bit out of the new plan. Why not you? Keep in touch with your Service Department. The Government will not countenance big overhaul charges on old machines. Most of the typewriters in use are old and decrepid. Requests are being honored as rapidly as appropriations will permit. Possibly the user does not know he can have a new machine or that his, or her, request is enough. From our point of view the men who are not taking advantage of the bonus as explained on Page 25 of our Sales Department Policy and Selling Rules are overlooking a nice source of income.

Above—Immense Power Press for Forming Plates

Where St. Petersburg Buys Royals

Mr. H. J. Roof and the Royal are well represented in St. Petersburg, Florida, by the Consolidated Typewriter Exchange. Mr. E. C. Hale, the proprietor of this aggressive sub-dealership, sent us this picture of his headquarters, which is located at 4 Florida Arcade.

The Service Department is located in a separate office, and while it cannot be seen in this view we are told that it is well managed and is equipped to take care of the service calls received from the Royal users in this territory.

Fine store, Mr. Hale!



Mr. Hale's Fine Store in St. Petersburg, Fla.

You Did It Again in August

In the August STANDARD and by special letter we announced that the Dealers had staged a mid-summer campaign in July, which eclipsed all past records for volume in that month. The thanks of the Royal Official Family were extended to you for this wonderful record. The Manager of your Department added his own thanks and appreciation, and without the slightest hesitation suggested that we repeat the performance in August.

It was suggested that this might be a good deal to ask on

account of vacation time and the usual idea about business slowing up in the late summer period. But, this chap who ever he was, did not know Royal Dealers as we know them. At any rate, somebody was right, and here is what you did: You not only beat all previous August Records, but you beat July, the biggest summer month's volume in the history of this Company, by more than 125 machines.

Again it becomes our pleasant duty to convey to you the thanks of your friends at head-

quarters and congratulations of Royal Officials. This announcement is written on September 8th. You will be glad to know that to date the total orders for September exceed those of the first eight days of August by more than 100 machines. Of course, we are going to beat any September on record. We have taken a good start; let's make a glorious finish.

Sincerely yours,

A. W. BARLOW.

Dealers Making M.A.D. for July

Mrs. S. D. Hendley
J. C. Duell Sales Co.
Mr. R. R. King
Carolina Typewr. & Office Supply Co.
Mr. F. J. Haberle
Mr. R. G. Nichols
Mr. W. W. Prior
Mr. H. J. Roof
Mr. E. J. Hilton
Typewriter & Office Supply Co., El Paso.

Bill Kirchhofer Now in Kansas City



Mr. W. H. Kirchhofer, who, for the past four years has been one of the most active and successful of the Dealers' Department field representatives, has at last settled down. I guess Bill has at last decided

that he needs a home.

He has been appointed National Accounts Representative in the Kansas City territory, under Mr. Paul W. Jones, one of the most successful of our managers, and is already making a real worth-while showing.

Bill has been with the Company a long time, has always been a very loyal and enthusiastic representative, and we feel sure that he is going forward to even greater success in his new capacity.

The Indomitable Frank at Last Bows Down

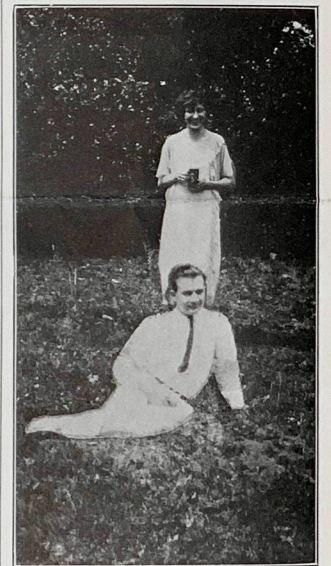
On the 12th of September our own Frank Haberle steps off. Yes sir—after settling down and raising a good healthy dealership in the environs of Allentown, Pa., he has at last surrendered his single bliss and decided to take unto himself a wife. And between you and me, he's a lucky man and a good picker. We wish him as much success in his new venture as he has achieved and is achieving in his dealership—which is SOME success.

By the way, when we mention Frank Haberle, we cannot pass without giving an instance of his method of working that deserves real commendation. It is the essence of why the Royal Dealers are succeeding so well.

We picked at random one town in Mr. Haberle's territory, the little town of Bangor, Pennsylvania, and asked him how many typewriters he sold there last year. He told us 23.

When you consider that there are only 6,000 people in Bangor, believe us this is a real record. The dealers are succeeding because they actually work their outside territory. No opportunity to sell a typewriter is allowed to slip by.

Frank Haberle says that the real big factor in his work down in Allentown has been the service he has given. He is establishing a feeling



Haberle and His Bride

of confidence with Royal users which makes them forever an impassable barrier to competition, and that feeling of confidence is spreading to the entire typewriter using public in his territory.

Tulsa Typewriter Company 4*
Typewriter & Office Supply Co. 5*
E. F. Winfield 4*

Dealer Notes

Kirchhofer on the Kow! Never thought you'd desert the Dealers Department for a lot in K C, but you take with you the everlasting good wishes of every one in this Department. Build strong, Bill.

Mr. S. C. Parker, formerly traveling in north-central territory, has been transferred to special assignment in the south. Not too late for watermelons and peaches.

Mr. Chas. E. Morris until recently connected with Foreign Department has been transferred to the Dealers' Department. Mr. Morris is traveling a far western territory.

"There is no section of the country showing more substantial progress than this particular section of Carolina. Look at our wonderful roads,

our big hotels, our sky-scrapers and our bountiful crops." R. R. King, Raleigh. That's right, Mr. King, I saw them. That watermelon we slaughtered on the front porch at night with the cool breeze fanning our tired brows was some melon. Carolina, we shall not soon forget your hospitality, and the Royal orders you send us. Your M. A. D. long-distance pen you won in July will write an order for a hundred.

To Mr. Paul Jones, K. C. Your Boulevards and your Parks are beautiful and we enjoyed the ride immensely. But nothing matches your incomparable Royal enthusiasm. No wonder K. C. is so much a Royal stronghold.

To the question "what is the secret of your success with the Royal typewriter?" Noble Paxton, of Paxton

Brothers, Bloomington, Ill., says: "First, the Royal typewriter itself is the best typewriter ever built; second, reliable service; third, square and fair dealing with our trade. The balance is salesmanship." Does any one else know a better prescription?

Dealers' Honor Roll—August

Anderson Typewriting Company 3*
H. G. Bancroft 4*
Brewington Typewriter Exchange 5*
Calhoun Office Supply Co. 4*
Capitol Typewriter Company
Daytona Book & Stationery Co. 6*
Roy A. Davis 8*
W. E. Davis
J. C. Duell Sales Co. 8*
B. M. Gragg 3*
Graham & Wells 5*
Grant's Typewriter Exchange 2*
Hall & Marlin
L. Hill (Canadian dealer) 3*
Hughes & Ross (Canadian dealer) 3*

Idaho Typewriter Exchange
Kirkpatrick Company 3*
Nebraska Typewriter Exchange
Office Supply House 2*
A. G. Packard 5*
Parker's Book & Music Store 5*
E. N. Pattillo 5*
Pound & Moore 4*
Preston Typewriter Exchange 3*
W. W. Prior 8*
J. E. Richardson 6*
H. J. Roof 8*
J. Rugen 3*
Tacoma Stationery 4*
Tribune Printing & Supply Co. 2*



Will A. Beach Printing Company, Royal Dealers at Sioux Falls, South Dakota present us with a panorama

of the jolly picnickers who participated in their annual outing of 1925. Motoring to the beautiful site

known as Dell Rapids, the employees of this dealer then held the big festival which means good eats, plenty of

sport and a happy time for all. Dancing in the evening completed the program, and now every one is looking

forward to next one. Mr. Barlow is seen standing in the back row and on his right is President W. A. Beach.

The Royal in Hawaii



In the Hawaiian Islands, frequently referred to as the "Pearls of the Pacific," the Royal typewriter has been represented for more than nine years by the Hawaiian News & Thrums Limited, which may truthfully be called the pioneer paper and office supply house of Hawaii. On May 26, of this year, Hawaiian News & Thrums Ltd., was consolidated with the Honolulu Paper Company, Ltd., the combined firms now operating under the latter name.

The history of Hawaiian News & Thrums Ltd., is an interesting one. Originally the Hawaiian News Company, Ltd., it was founded in 1870 by General John H. Soper. General Soper took a prominent part in the overthrow of the Hawaiian monarchy, being at that time in full charge of the military forces in the Islands. Both prior and subsequent to that time, the General has been active in the development of the Territory.

Upon the consolidation of the original firm with Thrums Limited, General Soper was made President

and his son, Mr. William H. Soper, was made Treasurer and General Manager. The latter was the active head of the enterprise.

Under the new arrangement, Mr. G. S. McKenzie is President of the Honolulu Paper Company, Ltd., Mr. S. S. Taylor is Vice President and General Manager, Mr. C. H. Atherton is Vice President, Mr. Wm. Rosehill is Treasurer and Mr. W. H. Soper has been made Secretary and Assistant Manager.

Our dealers handle an extensive line of stationery and supplies and maintain a special Office Equipment Department, under the management

of Mr. Glenn Hoppus. This department is quartered in the Alexander Young building on Bishop Street, considered the finest location in the city of Honolulu. A photograph of the building appears on this page at the lower center, the third auto from the right standing directly before the entrance of our dealer's store.

The two photographs reproduced left and right above give us interior views of our dealer's quarters at this address. The illustrations graphically bear out our dealer's reputation of having the best arranged and equipped office supply and stationery

house in the Hawaiian Islands.

In the small photo, upper center, are shown Mr. W. H. Soper standing on the right; the gentleman with the sunny smile at the left is Mr. Glenn Hoppus and the gentleman standing in the center is none other than our own Mr. J. E. Thrasher, Sales Director—Far East, who recently visited Hawaii.

The Honolulu Paper Company, Ltd., has made extensive plans for even greater expansion of Royal business in the Hawaiian Islands, and we are sure that the splendid facilities at their disposal assures the lasting success of their efforts.

Tom N. Parker Leaves for Latin America

Mr. Tom N. Parker, who has for some time been connected with our Dealers' Department, sailed August 8 from New Orleans on the S. S. "Cortado" for South America, where he will visit the Royal dealers in the northern countries of that continent as our Special Representative.

Mr. Parker is unusually well versed in the typewriter business, having for twenty-five years served in various capacities in connection with the development of a number of typewriter organizations, both in the United States and in Latin America. With his wide knowledge of the typewriter business in general, Mr. Parker is particularly fitted for the new work he is to take up in behalf of the Royal in Latin America.

Our dealers in that part of the world will undoubtedly benefit greatly as a result of Mr. Parker's visit. Throughout his journey, he carries with him the best wishes of his many friends in the Royal organization.

Mexican State Governments Purchase Many Royals

Success has again crowned the efforts of our Mexican dealers, Messrs. M. E. Rays & Co., Sucs., S. A., of Mexico City. They have just re-

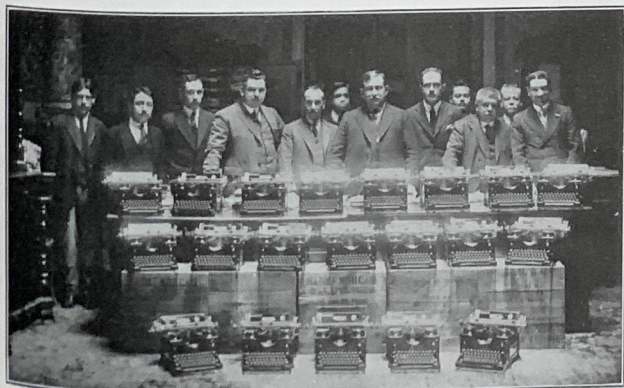
cently received some very nice orders for Royal typewriters from the State Government authorities in their country.

The photographs here reproduced are eloquent proofs of this excellent work. The illustration at the left (No. 1) shows a number of Royal typewriters being delivered to the Government of the State of Mexico. The gentleman standing sixth from the right is the Governor of the State; the gentleman on his right is his Secretary and to the latter's right is Mr. Julio Garza, who represents our dealer.

The illustration at the right (No. 2) shows the delivery of a number of machines sold to the Government of the State of Guanajuato. Mr. Garza, second from the right, was also instrumental in effecting the sale and delivery of these machines. Our dealers also recently sold a considerable number of machines to the State of Guerrero Government.

Mr. M. E. Raya, Mr. Garza and others of their organization responsible for this excellent work, are cer-

tainly to be congratulated on their success in placing these machines with the State Governments.



MACHINE-A-DAY CLUB FOR AUGUST

With two new members, and a good number of repeaters, the Machine-A-Day Club made an excellent showing in August. We are listing all the members, both in the branches, Dealers' Department and Foreign Department. We are listing the entire membership, the asterisks as usual indicating the members who have made the club in the present month, and the number beside each name indicating the number of repeats credited to him.

NEW MEMBERS



A. R. LERCH
Buffalo



A. M. FELSLER
Pittsburgh

AKRON L. J. Michel	ERIE C. V. House	PHILADELPHIA L. A. Dunn 11*
ATLANTA C. C. Crawford	FORT WAYNE John Shea, Jr.	H. K. Goslin
S. N. Malone	FORT WORTH P. H. Billman	H. C. Pindar
J. W. Mann	FRESNO H. H. Tomkinson	E. V. Sherry 8*
BALTIMORE E. G. Dodge 22*	GRAND RAPIDS E. E. Jones	C. F. Tregar
P. F. Hamsch	HARTFORD W. C. Bartley	J. W. Turner
J. A. Jean	H. F. Brainerd 33*	PITTSBURGH A. R. Davis
J. C. O'Keefe	J. L. Cook	C. E. Eskey
BANGOR H. W. Boshan	J. F. Gilligan	A. M. Felsler 1*
BIRMINGHAM A. Patterson	HOUSTON W. H. Courtenay	M. V. Miller 33*
BOSTON I. C. Barlow	INDIANAPOLIS W. S. Orvis	PORTLAND, ME. W. E. Ayers
E. T. Buckley	JOHNSTOWN A. E. Hanna	PORTLAND, ORE. C. E. Gray
H. E. Burton 20*	KANSAS CITY F. W. Hassett 3*	G. D. Roe
F. I. Crocker	G. P. Johnson	C. E. F. Russ
F. J. Edwards	P. W. Jones 31*	PROVIDENCE J. H. Alden
G. H. Palmer	LOS ANGELES R. D. Anderson 3*	E. D. Crandall 9*
C. W. Putney	G. G. Ralls	J. L. Schora
B. W. Simpson	LOUISVILLE J. T. Wellman 33*	C. E. Smith
BRIDGEPORT J. F. Dacey 3*	R. E. Williams	RICHMOND A. Bartlett
BUFFALO George Hauptman	MEMPHIS W. B. Larsen	ROCHESTER G. C. Johnson
A. G. Freeberg	MILWAUKEE W. A. Partee 13*	C. C. Flagg
R. C. Goldblatt 15*	MINNEAPOLIS M. E. Bailey	SAN ANTONIO E. M. Bushee
B. P. Hamill 17*	NEW HAVEN W. A. Mulligan	J. T. Jackson 2*
R. F. Hoyt	NEW ORLEANS S. J. Creger	E. C. Phillips 2*
E. H. Johnson	F. Pritchard	SAN FRANCISCO D. G. Becknell
J. C. LaBorence	NEW YORK D. J. Allingham 33*	C. H. Billington
W. B. Larsen	D. N. Conklin	J. C. Deardorff
H. D. McCann	W. B. DeRango	A. F. Lines
H. Nuhn	O. Gentry	A. W. Morf
A. J. Redding	T. M. Gleason 31*	P. Pearson
A. C. Wheeler	J. L. Goodwin	D. B. Starrett
L. E. Wilson 7*	A. Graf	SCRANTON C. C. Waters
CINCINNATI S. D. Wakefield	R. B. Gray	SEATTLE H. D. Hoyt
CLEVELAND G. J. Holder 2*	G. M. Guest 32*	SPRINGFIELD, MASS. L. B. Behan
M. C. Hull 17*	I. Kornfeld	ST. LOUIS G. M. Davis
E. H. Krall	L. E. LeMaster	G. H. Kennedy 5*
W. H. Peate	E. J. Matthews	H. H. Nunamaker
W. C. Rodgers	P. Mittenzweig 2*	L. F. Reynolds
COLUMBUS L. V. Bell	D. D. Raine	C. D. Spawasser
G. C. Kinnaman 14*	R. C. Rannenberg 18*	L. E. White
DAVENPORT G. D. Lawless	R. C. Robinson	ST. PAUL D. M. Elliott
DAYTON O. P. Gilmore 12*	J. Schwartz 21*	D. A. Platz 2*
DENVER W. H. Mitchell	N. Sykes	P. D. Snow
DES MOINES P. S. Jones	G. H. Thomas 12*	TOLEDO E. L. Knott
DETROIT C. Bailey	K. F. Walker	WASHINGTON H. D. Cashman 8*
C. W. Knox	O. T. Wheaton	E. Richter
L. D. Teeters 12*		H. L. Rudnick
K. F. Walker		E. C. Weeks
O. T. Wheaton		WICHITA FALLS W. B. Reighard
		WORCESTER A. R. Smith

Dealer's M. A. D. Roster January to July

Mrs. S. D. Hendley 7*	Mr. F. J. Haberle 4*	Mr. R. N. Pound
J. C. Duell Sales Co.	Mr. T. H. Benson 2*	Mr. H. G. Bancroft
Mr. R. G. Nichols 7*	Mr. Frank Myers 2*	Mr. O. G. Penegar
Mr. W. W. Prior 7*	H. J. Roof Company	Pound & Moore
Mr. H. J. Roof 7*	Mr. W. W. White	Mr. L. Barber
Mr. J. E. Gaffaney 6*	T. H. Payne Com-	Mr. R. H. Preston
Mr. R. R. King 5*	pany	Mr. E. J. Hilton
Carolina Typewriter &	Mr. G. E. Lucas	Typewriter & Office
Office Supply Co.	J. C. Duell Sales	Supply Co., El Paso
Mr. J. C. Good 4*	Company	
Tulsa Typewriter	Mr. R. A. Samson	
Company	J. C. Duell Sales	
Mr. H. J. Smith 4*	Company	

FOREIGN MACHINE-A-DAY CLUB

CANADA—Royal Typewriter Company, Ltd.

T. G. Lewis, Ottawa

GREAT BRITAIN—Visible Writing Machine Co., Ltd., London

1—H. D. Ebbutt	7—J. Sears	13—C. A. Bak	19—H. V. Schofield
2—J. Harrison	8—W. H. Roberts *	14—F. W. Johnson	20—J. C. Barlow
3—F. Tree	9—W. D. Morgan	15—S. H. Goodwin	21—J. W. Barker
4—H. W. D. Buck-	10—B. Harris *	16—A. J. Van Dervelde	22—F. J. Soan
keridge	11—A. F. Thomas *	17—P. C. Fielding	23—S. V. Hall
5—C. Salter	12—L. Harris	18—A. W. Thomas	24—E. Wood
6—H. Herman			25—J. B. Worley
AUSTRALIA—Sydney Pincombe, Ltd.			
1—W. J. Sheehy	4—E. S. Stack		
2—R. C. Hood	5—R. H. Eastman		
3—E. W. Rutledge	6—L. Parkhurst		
CZECHOSLOVAKIA—Joseph Foist			
1—Alois Foist	3—J. Hejman		
2—L. Mazanek	4—A. Smatlak		
5—Ladislav Foist			
MEXICO—M. E. Raya & Company			
1—Alfredo Aguirre	3—Alfredo Garza		
2—Alonso M. Garza	4—Carlos S. Garza		

Making the Employment Valuable



Miss Covington

The Employment Department fills a peculiar need in the successfully conducted branch office of a typewriter company. The real value and efficiency of this department depends entirely upon the person who is responsible for this department, and the spirit in which she performs her duties. When sending an applicant to a position, I try to be quite sure that I am conversant with the type of stenographer desired, especially as to her ability, appearance and personality. If for any reason the applicant does not secure the position, I always telephone the employer and find out the reason, assuring him that I have others who are competent that will please him. I display a real interest in his requirements which causes him to again call this office when in need of stenographic services. Then too, there is another important angle to my work; the method of holding competent stenographers on my list. All are treated courteously regardless of age, appearance, and

ability. This makes friends of them and brings them into the office where they are permitted use of practice machines, and also tends to bring about a more cordial relationship between the Royal Typewriter Company and typewriter operators.

I give the best of care to the calls from our salesmen, as this is a very important function of the Employment Department. I am always

careful that only loyal Royal stenographers are placed, especially where the machines are on examination. Then, too, in Atlanta the co-operation of the salesmen is a big factor in the proper conduct of this department. By mentioning this department when making their canvass, it often places the prospect's mind in a favorable attitude towards this company and its product.

Employment Managers should always have uppermost in their mind the important idea that their department can make many friends both among the typewriter buying public and also among the many stenographers who have a preference for some other make of machine due to their having used that machine in their school work. If we all make it a point to convert at least one operator a day to the Royal we are a big factor in making the Royal Typewriter the huge success that it is.

MRS. MARGARET Y. COVINGTON.
Atlanta, Ga.

August School Sales

During August forty-five of our branches billed 100 per cent. or more of their school quotas. Of this number, thirteen billed over 300 per cent. of their quotas, twelve 200 per cent., or over and twenty 100 per cent. or over. Grand Rapids is first with over 850 per cent. of its school quotas; Oakland is second with over 820 per cent. and Bridgeport is third with over 750 per cent.

By securing over 750 per cent. of its school quota in August, Bridgeport now heads the list based upon the percentage of school quotas secured for the year up to September 1st. Fresno is second with only 1 per cent. behind Bridgeport.

Columbus has made over 100 per cent. of its school quota every month this year except one, and heads the list based upon the number of times 100 per cent. of school quota has been secured. Fresno is second, having secured 100 per cent. of its school quotas six months out of the last eight.

The school sales secured by our dealers exceed those of August, 1924, by over 300 per cent. We are going to try to arrange during the next few months to show the standing of our dealers based upon the amount of school business secured.

The records made last month are very remarkable, and they show that our branches and dealers realize the importance of having a large Royal Representation in the schools of their territories.

Below is given the standing of our branches based upon the percentage of school quotas secured in August, also the standing based upon the percentage of school quotas secured to September 1st:

1—Grand Rapids	36—Springfield, Ill.
2—Oakland	37—St. Louis
3—Bridgeport	38—San Francisco
4—Rockford	39—New York
5—Peoria	40—Albany
6—Worcester	41—Chicago
7—Wichita Falls	42—Duluth
8—Los Angeles	43—Johnstown
9—Cleveland	44—South Bend
10—Davenport	45—Springfield, Mass.
11—Toledo	46—Atlanta
12—Kansas City	47—Milwaukee
13—Hartford	48—Detroit
14—Bangor	49—Portland, Me.
15—Dayton	50—Rochester
16—Boston	51—Evansville
17—Louisville	52—Memphis
18—Newark	53—Baltimore
19—San Antonio	54—Fresno
20—Columbus	55—Scranton
21—Little Rock	56—Omaha
22—New Orleans	57—Indianapolis
23—St. Paul	58—Des Moines
24—Denver	59—Fort Worth
25—Erie	60—Birmingham
26—Pittsburgh	61—Minneapolis
27—Philadelphia	62—Washington
28—Portland, Ore.	63—Buffalo
29—Port Wayne	64—Cincinnati
30—Providence	65—Dallas
31—Youngstown	66—Houston
32—Harrisburg	67—Jacksonville
33—Seattle	68—New Haven
34—Akron	69—Waco
35—Richmond	

School Sales to September 1st

1—Bridgeport	29—Cleveland
2—Fresno	30—Evansville
3—Louisville	31—Akron
4—Grand Rapids	32—Denver
5—Columbus	33—Milwaukee
6—Rockford	34—Cincinnati
7—Davenport	35—South Bend
8—Oakland	36—Erie
9—Bangor	37—New Orleans
10—Atlanta	38—Chicago
11—Boston	39—San Francisco
12—Hartford	40—Dayton
13—Providence	41—Youngstown
14—Wichita Falls	42—Philadelphia
15—Peoria	43—Omaha
16—Toledo	44—Rochester
17—Springfield, Ill.	45—Springfield, Ill.
18—Indianapolis	46—Birmingham
19—Kansas City	47—Fort Worth
20—Port Wayne	48—Harrisburg
21—Pittsburgh	49—Houston
22—St. Paul	50—Seattle
23—Los Angeles	51—Akron
24—Richmond	52—Minneapolis
25—Portland, Me.	53—Buffalo
26—Jacksonville	54—Des Moines
27—New York	55—Little Rock
28—Johnstown	56—Duluth
29—San Antonio	57—Scranton
30—St. Louis	58—Detroit
31—Baltimore	59—Dallas
32—Newark	60—Waco
33—Portland, Ore.	61—Memphis
34—New Haven	62—Washington
35—Worcester	

A. M. STONEHOUSE,
Manager School Department.

Employment Department

Our Employment Managers have made a good record so far this year as they have filled more positions each month than were filled during the corresponding month last year. We are unable to include August as all the Employment reports have not been received. They have also made an exceptionally good showing in the number of inexperienced operators in positions.

Our Kansas City Office has the distinction of being in first place for August, both in positions filled and sales. Our Boston Office is second under positions filled, and Baltimore is second under sales. In our Branches, St. Paul is first in positions filled, and Fort Worth is second.

Below is the standing of our Branches and District Branches for the month of August.

Branches		District Branches	
Positions	Positions	Positions	Positions
1—St. Paul	10—Portland, Me.	1—Kansas City	11—Detroit
2—Fort Worth	11—Duluth	2—Boston	12—Portland, Ore.
3—Akron	12—Worcester	3—Philadelphia	13—Cleveland
4—Columbus	13—Toledo	4—New York	14—Buffalo
5—Waco	14—Denver	5—Indianapolis	15—Louisville
6—Jacksonville	15—Omaha	6—St. Louis	16—Dallas
7—Houston	16—Milwaukee	7—Los Angeles	17—New Orleans
8—Oakland	17—Newark	8—Chicago	18—Pittsburgh
9—Peoria	18—Birmingham	9—Rochester	19—Providence
District Branches		Sales	
Positions	Positions	Positions	Positions
1—Kansas City	11—Detroit	1—Kansas City	8—Philadelphia
2—Boston	12—Portland, Ore.	2—Baltimore	9—Cleveland
3—Philadelphia	13—Cleveland	3—Louisville	10—Indianapolis
4—New York	14—Buffalo	4—New York	11—Minneapolis
5—Indianapolis	15—Louisville	5—Pittsburgh	12—Detroit
6—St. Louis	16—Dallas	6—Portland, Ore.	13—Dallas
7—Los Angeles	17—New Orleans	7—Atlanta	14—Boston
8—Chicago	18—Pittsburgh	8—St. Louis	15—Buffalo
9—Atlanta	19—Baltimore		
10—Minneapolis	20—San Francisco		

A. M. STONEHOUSE,
Manager School Department.

Royal Prominent in Lockport, N.Y. Celebration

The City of Lockport, located some 30 miles from Buffalo, is one of the most progressive and busy of the smaller cities in upper New York.



Old Home Week was recently celebrated and the big event of the week was the parade. One of the floats in this parade was made up by the High School and depicted the spirit of progress. It was no more than fitting that on this float should be a young woman operating a Royal Typewriter.

The Royal thus received a good deal of publicity both through the parade and the pictures which were taken and we are pleased to reproduce below two pictures, one show-

ing the High School float and the other the girl operating the Royal on it.



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